



## Social & Digital Marketing Job Description (Entry Level)

Are you a college student pursuing a degree in marketing, design or have a love for social media? Then we have the perfect opportunity in a part-time, flexible role allowing you to start your resume building!

### Position Summary:

We are looking for someone who will manage the day-to-day execution of all social media, website, and email campaigns.

This role will include, but not limited to: Strategizing & executing social media plans, campaigns, and calendars, as well as, creating and scheduling dynamic social media accounts to include Facebook, Twitter, Instagram, as well as other emerging social platforms. This role will help maintain the voice and brand for the company, as well as, help execute digital marketing strategies to drive sales, engagement, and product knowledge.

### Minimum Job Requirements:

- Strong organizational and time management skills
- Excellent grammar and communication skills (written and verbal)
- Basic photography and videography understanding; Advance skills a plus
- Creative, energetic, and high level of professionalism & integrity
- High proficiency in Facebook, Twitter, Instagram, and other emerging platforms
- Innovative and proactive thinker
- Excellent oral and written communication skills
- Must be proficient in Microsoft Word, Excel, Outlook, and PowerPoint; Adobe Creative Suite is a plus

### Essential Duties & Responsibilities:

#### Content and Creative

- Assist in developing and implementing the content schedule and calendar to deliver high-quality, original social media content.
- Work in conjunction with manager to plan graphics, video, photo to be executed on social media platforms.
- Distribute content across social media platforms
- Work in researching, brainstorming, writing, and sharing content ideas.
- Write content based on social trends, team storylines and human-interest side of office furniture.

#### Digital

- Maintain the website and keep information current and relevant for all site visitors.
- Work to ensure consistent branding and messaging to achieve promotional and sales objectives.
- Use analytics tools to increase social media effectiveness, track overall performance and compile reporting.